



MEDIA WORK PLAN

U DRIVE. U TEXT. U PAY.

2021 HIGH-VISIBILITY ENFORCEMENT CAMPAIGN
APRIL 5-12, 2021



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Executive Summary

The goal of the 2021 U Drive. U Text. U Pay. High-Visibility Enforcement (HVE) Distracted Driving campaign is to inform 18- to 34-year-old male and female (with a slight skew to female) drivers of the law enforcement consequences and personal costs of texting and driving using the core campaign message, U Drive. U Text. U Pay. Paid advertising will run during an eight-day period beginning Monday, April 5, 2021 through Monday, April 12, 2021 and will be supported by a \$5 million media budget.

The 2021 campaign will use a mix of digital, social, radio and TV media to reach the target audience. Media selection will be based on usage among the target audience and strategies will be considered based on the most current research as well as past campaign performance. The overall goal is to increase efficiency of the campaign year over year.

State Departments of Transportation (DOTs) and State Highway Safety Offices (SHSOs) may wish to reference this paid media strategy and resulting media buy details to develop their own media plans during the HVE period, or to adapt their own tactics and approaches for their campaigns. Special attention should be paid in rural markets to ensure adequate reach, especially in areas with limited broadband accessibility. Detailed recommendations for State DOTs and SHSOs can be found at the end of this document. Downloadable creative materials developed to support this national campaign can be found at TrafficSafetyMarketing.gov.

Ads must be seen and/or heard by the target audience multiple times to impact behavior change, therefore the objective of this plan is to quickly generate the highest reach potential (above 75%) while achieving a greater than eight frequency over the course of the campaign. The media flight is a very short eight days, which means a cross-platform approach is required to quickly build the needed reach and frequency with the target audience.

The plan will be led by mobile tactics, which will generate increased overall impressions when compared to 2020. The digital media plan will include custom native content via direct publisher partners, programmatic video, display and social media channels.

TV viewership has remained relatively constant, but the way audiences are consuming TV has changed. Primetime TV ratings have declined over the past several years as connected TV/over-the-top (CTV/OTT) has replaced traditional cable TV. Many users treat CTV/OTT viewing like traditional TV — watching a large amount of live streamed content and tuning in mostly during the popular, primetime TV hours. Therefore, there is still a need for both linear TV and CTV/OTT in well-rounded media plans. Linear TV, bought programmatically, will be used to reach the target audience on their most watched cable networks. The TV plan relies more heavily on CTV/OTT due to the steady increase in cord-shifting from linear TV by the target audience.

Terrestrial radio is another dominant reach vehicle for both the general market and Hispanic audiences and will be an important component of the campaign. Digital audio and podcasts will be used to supplement the terrestrial radio buy and reach the audiences in their cars, where they are most vulnerable to the dangers of texting and driving.

Finally, digital out-of-home will be explored to extend the reach of the TV and video elements of the campaign.

Media Strategy and Campaign Details

The goal of the 2021 U Drive. U Text. U Pay. HVE Distracted Driving campaign is to remind motorists about the increased enforcement of texting and driving laws to affect behavior change and discourage texting and handheld mobile phone use behind the wheel.

Planned Campaign Assets

Figure 1: Campaign Asset Table

Asset	Language	Where Used
Déjà Vu	English	Digital, Radio, TV
Look at Me	English	Digital
Imagination	Spanish	Digital, Radio, TV

Advertising Period

Paid advertising will run Monday, April 5, 2021 through Monday, April 12, 2021—an eight-day flight period. The campaign is national in scope.

Figure 2: Campaign Calendar

Su	M	T	W	Th	F	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Dates highlighted indicate planned flight dates for the campaign.

Working Media Budget

The total budget for the 2021 U Drive. U Text. U Pay. HVE Distracted Driving campaign is \$5 million.

Target Audience

The primary target audience is 18- to 34-year-old males and females, with a slight female skew. The secondary target audience is 18- to 34-year-old Hispanic males and females, with a slight female skew.

Media Environment and Selection Considerations

Media consumption among the target audience continues to shift toward social networking and other non-traditional means of viewing content. As a result, the 2021 U Drive. U Text. U Pay. HVE Distracted Driving campaign will rely heavily on digital and social tactics and shift a percentage of the budget away from linear TV and into CTV/OTT, utilizing targeted TV along with audio to achieve maximum reach.

Consideration will be given to the mediums below — each discussed in more detail in the sections that follow. Mediums are evaluated based on their total reach potential and ability to generate that reach potential in a short time period. For reference, a glossary is included at the end of this document to expand on the terms outlined below.

Digital

- ▶ Publisher direct
 - Video
 - Display
- ▶ Programmatic
 - Online video
 - Display
- ▶ Paid social

Radio

- ▶ Terrestrial
- ▶ Streaming audio
- ▶ Podcasts

TV

- ▶ Linear
- ▶ CTV/OTT

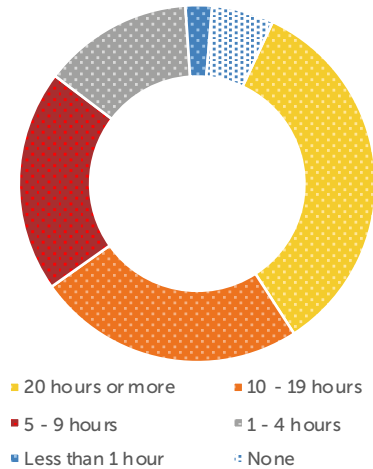
Out-of-Home

- ▶ Digital OOH

Digital

Digital marketing is an effective, convenient and inexpensive way to reach the target audience. Nearly 100% of 18- to 34-year-old adults have access to the internet ([Pew Research Center](#)). Of this target, nearly 34% report using it 20 hours or more per week (Figure 3), supporting the recommendation that digital media is an important component of the campaign.

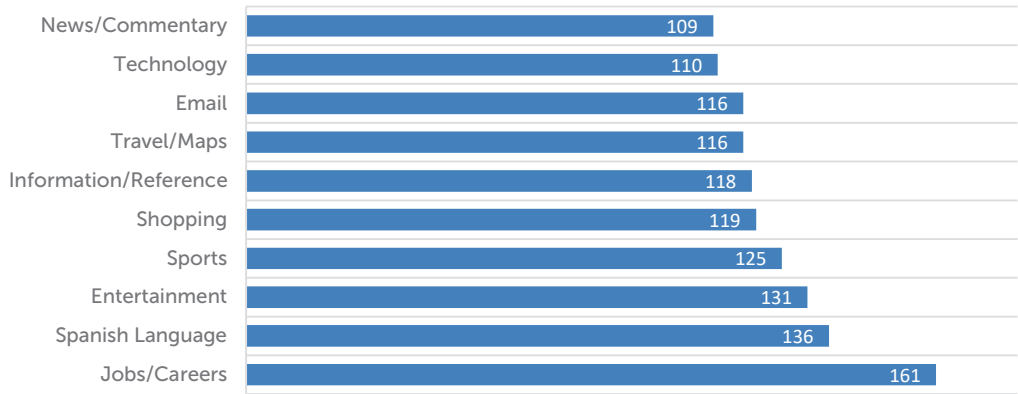
Figure 3: Average Time Spent on Internet per Week



Source: USA Plus, Ja18-My19, Scarborough

Reaching the target where they are using the internet is important. We will focus on the website genres that index high with the target audiences (Figure 4).

Figure 4: Website Genres Used by Adults 18-34 by Index



Source: 2020 Doublebase GfK MRI Weighted to Population

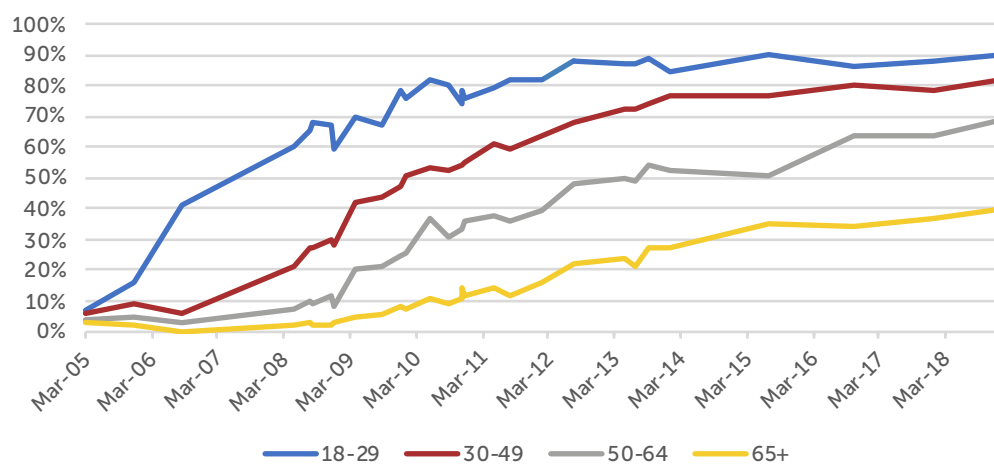
Websites with job/career, entertainment and sports content will be explored to reach the audience via publisher direct tactics. Notably, Spanish language websites have one of the highest indexes, even against a general market base, indicating that digital media is equally important for the general market and Hispanic markets (Spanish language websites pulled against the Hispanic target indexes over 500 in the same MRI Doublebase study).

The Rise of Social Media

The target audience engages heavily with social media, making paid social a key component in reaching this audience.

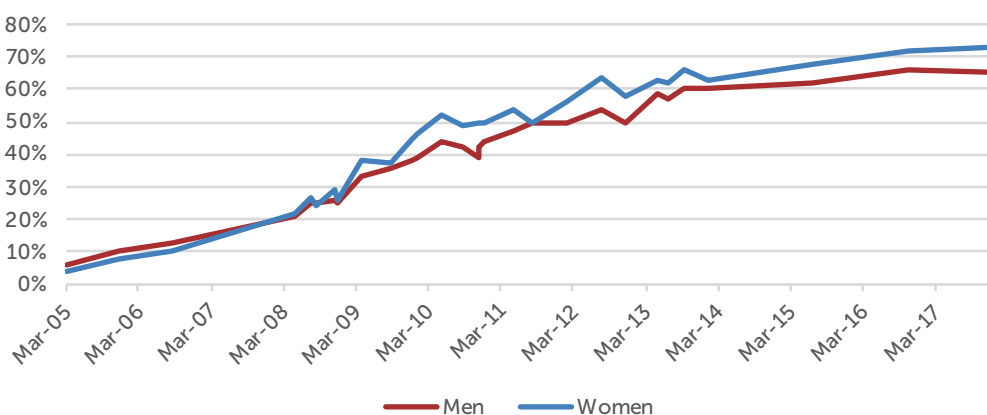
Social media adoption has risen from just 5% of American adults in 2005 to 72% in 2019 ([Pew Research Center](#)). As more Americans adopted social media, the user base grew more representative of the broader population (Figure 5). However, young adults continue to use sites at a very high level, with women being slightly more likely to use at least one platform (Figure 6).

Figure 5: Social Media Use by Age



Source: Pew Social Media Fact Sheet

Figure 6: Social Media Use by Gender



Source: Pew Social Media Fact Sheet

The Mobile Opportunity

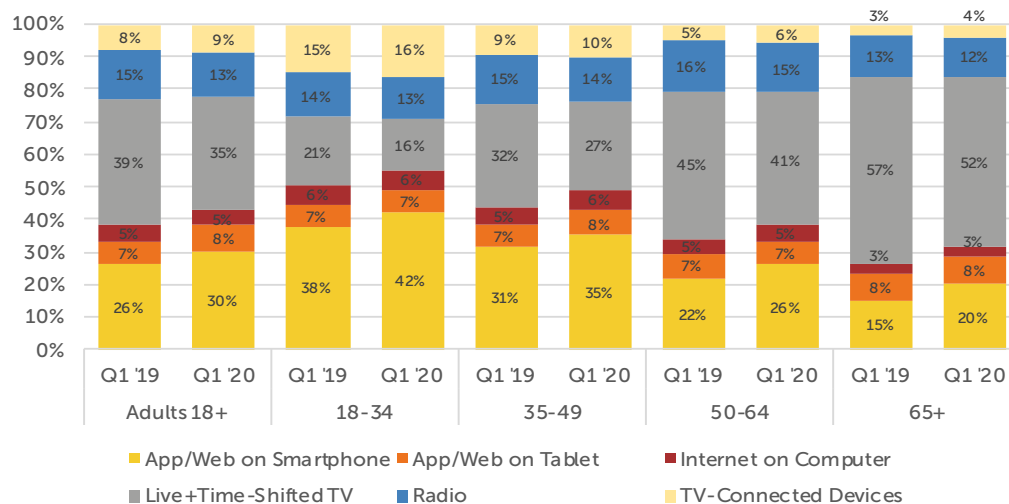
It is also important to consider how the audience consumes its media. People spend more time using a mobile device than they do watching TV – or engaging with any other single medium (Figure 7).

Of the target audience, 42% consumes media via a smartphone, indicating that this is the primary way by which the target accesses the internet. Latinos, by comparison, spend an average 30+ hours a week on their smartphones (Nielsen Total Audience Report August, 2020). With the target audience so heavily using mobile devices, employing a mobile first digital strategy to reach them is critical.

Smartphone usage extends to social networking as well. Figure 8 shows that 18- to 34-year-old adults overwhelmingly use their devices for social networking.

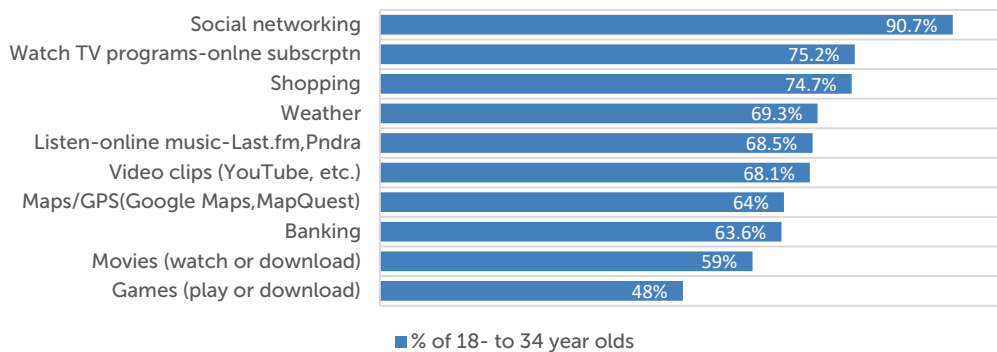
Figure 7: Share of Daily Time Spent by Platform

Based on total U.S. Population



Source: Nielsen Total Audience Report, August 2020

Figure 8: Percentage of 18- to 34-year-olds Using Devices



Source: Scarborough, Jan 18-May 19

Digital Strategy

For the 2021 U Drive. U Text. U Pay. HVE Distracted Driving campaign, NHTSA will explore previous successful activations and introduce new initiatives through a digital plan that will combine individual and network display placements, programmatic ads and retargeting strategies. NHTSA will prioritize partners that reach the largest number of unique impressions among the target audience.

The plan identifies and targets the general market and Hispanic market target audiences through data signals and key data types (age, gender, interests) while emotionally connecting with them through some of their passion points such as entertainment, music and gaming.

Video engages viewers like no other medium. Zenith's Online Video Forecast 2019 report indicates that the average person will spend 100 minutes each day watching online video. Therefore, it is a powerful tool to reach the target audience with the campaign message. Video placements have proven to be successful in previous campaigns and will make up the majority of the digital buy. The campaign will also use display banner assets to generate mass reach and a large number of clicks to the campaign pages on NHTSA.gov at a lower cost per thousand (CPM) than other tactics.

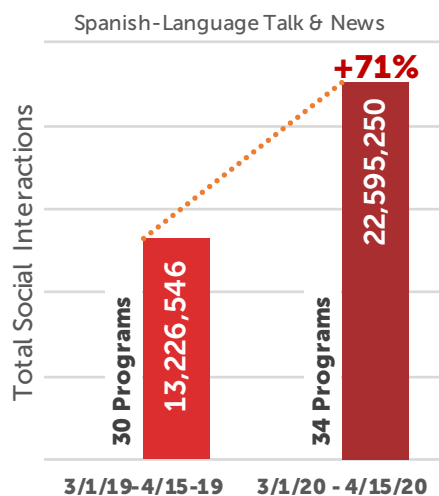
Placements will be executed both on a premium publisher direct basis as well as programmatically to utilize online and offline data for audience targeting. For publisher direct placements, NHTSA will include partners that reach the largest number of unique impressions among the target audience. To motivate the target audience to learn more about the consequences associated with texting and driving, high-impact attention-grabbing units, like takeovers, will be used in addition to standard video and display banners.

Paid Social

NHTSA will use paid social media to spread the distracted driving message in a relaxed and conversational way. Emphasis will be placed on platforms that offer the broadest reach and the greatest campaign controls to ensure maximum impact and ability to scale during the short flight. To reach the target audiences, location and language targeting is recommended across all platforms. In addition, campaign optimizations will be made to ensure the best results.

Among Hispanics, social media is one of the key mediums to reach the target audience. Hispanic consumers engage with their community on social media around content consumed on TV and streaming, offering an excellent opportunity to extend the conversation about the consequences of texting and driving online. Nielsen Social Content Ratings show that those who watched Spanish language primetime news and talk programming turned to social media to continue the dialogue at a much higher rate than those who watched English language primetime news and talk programming. Though there were a similar number of shows airing in the time period from 2019 to 2020, there was a 71% increase in social media activity around Spanish language primetime news and talk vs. the year prior (Nielsen).

Figure 9: Volume of Social TV Activity:
Spring 2019 vs. Spring 2020

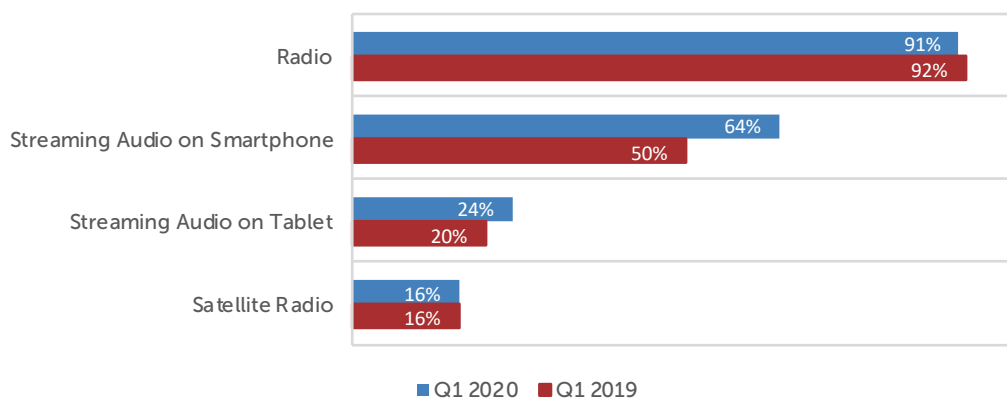


Source: Source: Nielsen Total Audience Report, August 2020

Radio

According to Nielsen media research data, radio is the highest reach medium, reaching over 90% of the 18- to 34-year-old adult target audience every month, a figure that has changed very little since 2009 (Nielsen Audio RADAR 141, June 2019). While terrestrial radio has seen little change in listenership overall, the audio universe has expanded with streaming audio on smartphones seeing the greatest gains across all audiences (Figure 10). With a stable audience base and variety of platforms, plus being a critical touchpoint to reach the target audience when they're most vulnerable to texting and driving, radio and streaming audio tactics are another important component of the 2021 U Drive. U Text. U Pay. HVE Distracted Driving campaign.

Figure 10: Weekly Reach of Audio Among Adults 18+



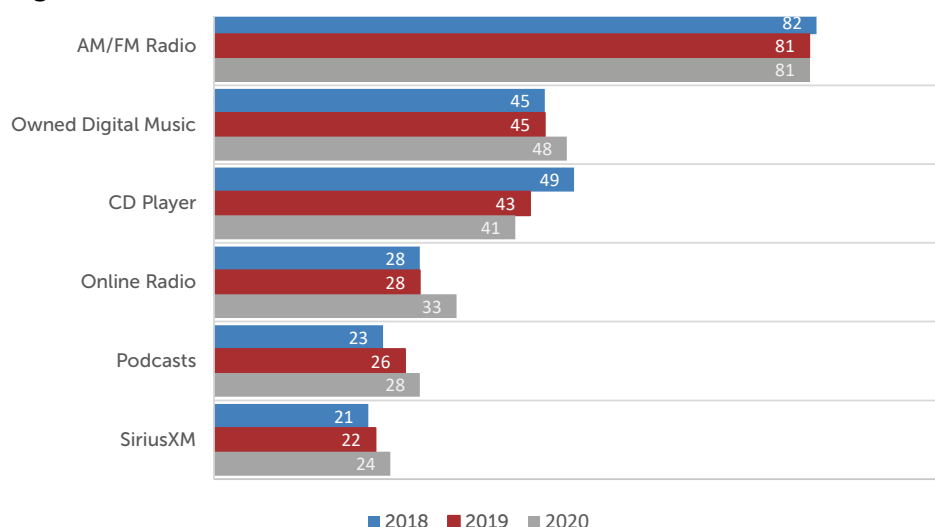
Based on total U.S. population

Source: Nielsen Total Audience Report, August 2020

Terrestrial Radio

Terrestrial radio will be another element of the 2021 U Drive. U Text. U Pay. HVE Distracted Driving campaign media plan due to its high reach and heavy in-vehicle use (Figure 11). Historically, terrestrial radio offers the largest percentage of added value, so NHTSA can expect to gain an additional 50-75% in added value by investing in radio. This tactic will be supported by podcasts and streaming services such as Pandora, Spotify and iHeartRadio.

Figure 11: Audio Sources Used in Car



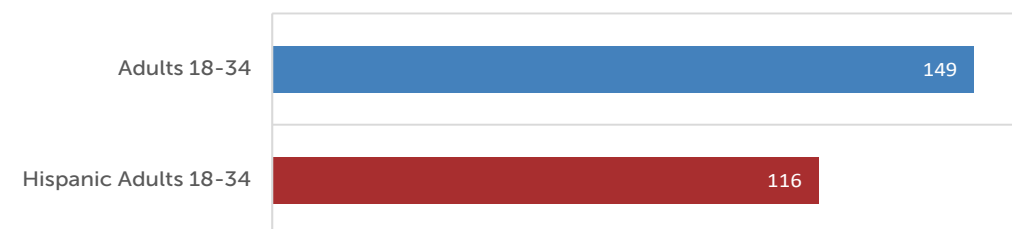
Source: The Infinite Dial, 2020 Edison Research and Triton Digital

Podcasts

Podcasts have continued to increase in popularity, growing 16% year over year and reaching 100 million Americans for the first time. Overall, audiences spend 6 hours and 39 minutes listening to podcasts every week (The Infinite Dial, 2020 Edison Research and Triton Digital). Trust and high engagement are leading factors in the success of podcast advertising. When surveyed, more than half of podcast listeners say they are more likely to buy a product advertised on a podcast they've heard, which puts podcast advertising effectiveness ahead of more traditional forms of digital advertising (The Podcast Consumer, Edison Research, 2019).

Both adults and Hispanic adults ages 18- to 34-year-old over-index in podcast listenership (Figure 12).

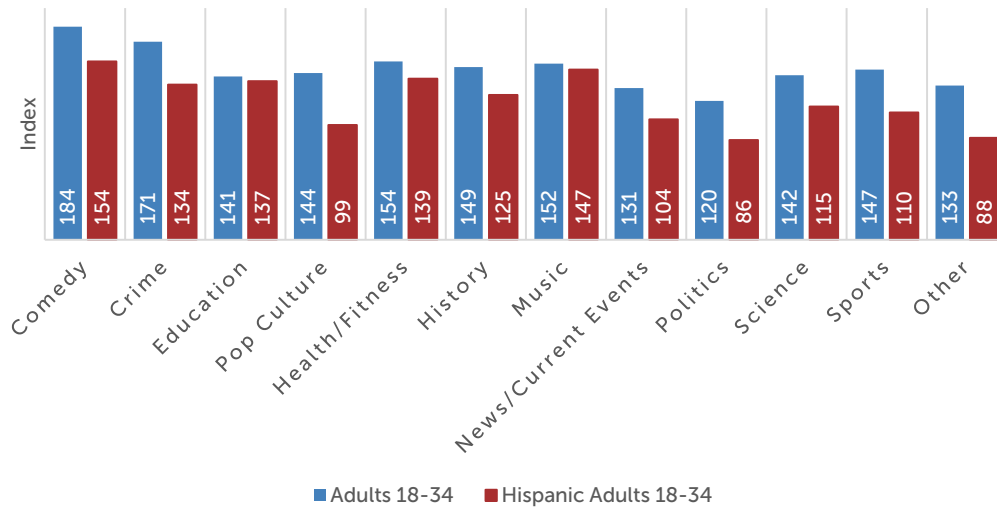
Figure 12: Podcast Listenership Among General Market & Hispanic Adults 18-34 by Index



Source: 2020 Doublebase GfK MRI Weighted to Population

Podcasts for the 2021 U Drive. U Text. U Pay. HVE Distracted Driving campaign will be chosen based on relevant content and listenership by the target audience (Figure 13). Comedy, crime, health, music and sports content will be explored to deliver the messaging for both the Hispanic and general market audiences.

Figure 13: Podcasts Listened to by Genre, Adults/Hispanic Adults 18-34

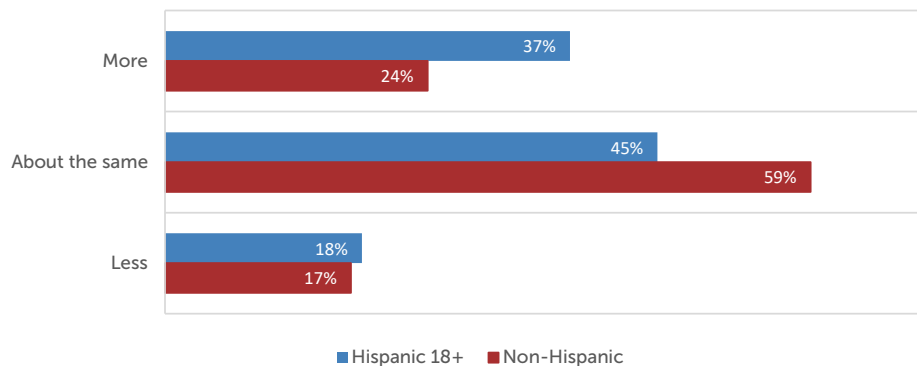


Source: 2020 Doublebase GfK MRI Weighted to Population

Hispanic Radio

Radio is also a key media channel to include in the mix when reaching the Hispanic target audience. More than entertainment, it represents trusted voices and cultural relevancy. Overall, in 2020 Hispanics spent more time with radio (37%) vs. non-Hispanics (Figure 14), and they are finding new ways to listen to their favorite stations/radio personality/programming, including spending 30+ hours a week on their smartphones (Nielsen Total Audience Report, August 2020).

Figure 14: More than 1/3 Hispanics Report More Time with Radio than Non-Hispanics



Source: Cultural Connectivity Transformed, Custom Nielsen Study, conducted March 20-22, 2020

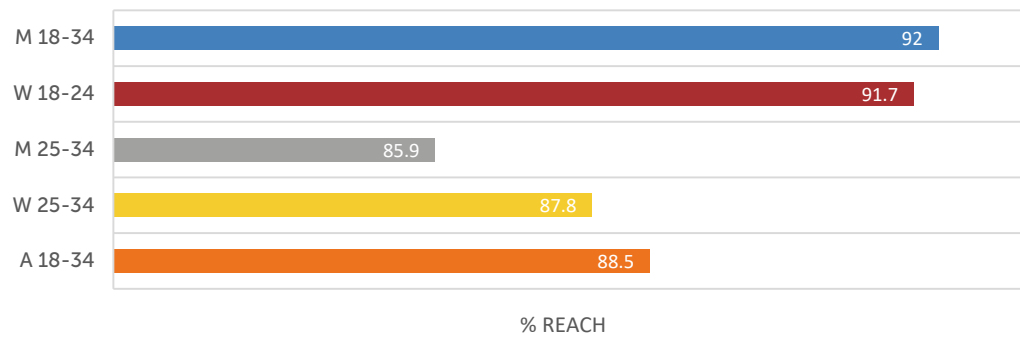
Television

The definition of TV is shifting away from traditional linear TV to include CTV/OTT channels, for example, Netflix, Hulu, Amazon Prime, HBO Max, Disney+, and NBC’s Peacock. For NHTSA, this means evolving the way TV is purchased beyond linear to include these digital streaming platforms to ensure reach to the total target audience. It’s important to note that the target audience is still primarily viewing video content on their television sets, but the use of digital platforms allows NHTSA to reach the target audience much more efficiently, thereby generating more reach and frequency across the TV plan than previous campaigns.

According to the MRI 2020 Doublebase GfK survey, which examined the total media landscape and consumer habits in the United States, the reach of streaming video services across the demographics of men and women aged 18-34 is excellent — reaching more than 85% of even the lightest users of streaming services.

Linear TV remains a relevant, powerful reach tactic and should be used on special programming such as live sports and entertainment events where viewership remains high. Additionally, select

Figure 15: Reach of Video Streaming Services



Source: 2020 Doublebase GfK MRI

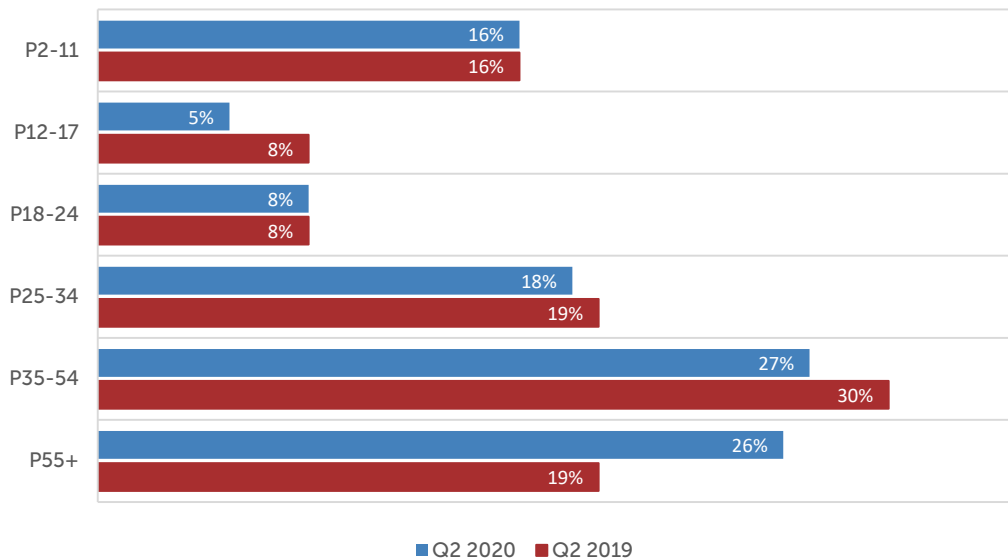
cable networks which over-index with the target audience can be drilled down to the individual level through audience targeting. Audience targeting has performed well with past campaigns and can be used efficiently to reach viewers while we know they are watching live TV. Layering in other audience segmentations, such as those who own a vehicle and a mobile device, will ensure that the messaging reaches the ideal viewer within the target. Language targeting can also be used to target the Hispanic audience with this tactic.

The TV plan uses a combination of linear TV, bought programmatically due to its superior targeting capabilities and efficiency, as well as CTV/OTT to align with TV usage trends by the target audience.

Connected TV (CTV)/Over-the-Top (OTT)

The amount of time people spend in front of the TV screen viewing streaming content continues to grow. According to data from Nielsen's Streaming Meter (Q2 2020), streaming now comprises 25% of all television minutes viewed (Figure 16).

Figure 16: Streaming Video Share of Time Spent by Age



Source: Nielsen Total Audience Report, August 2020

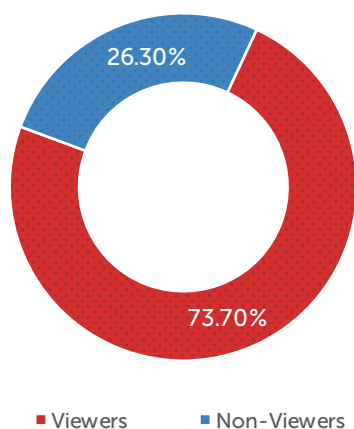
Not only are total streaming minutes steadily increasing, but also the number of services people are willing to budget for and subscribe to continues to grow. According to the Nielsen Remote Worker Consumer survey, only 2% of adults are reducing their number of paid subscription services, while 25% have added a service in the last six months.

Through the use of CTV/OTT, NHTSA will be able to achieve extensions and differentiation from linear TV schedules. Notably, with the reporting technology that's available, active campaigns have the ability to report on how many unique users were exposed to messaging throughout the campaign lifecycle and how often those consumers are reached. This allows for in flight optimizations to reach the desired frequency level for maximum effectiveness, which is especially important for a short flight.

Hispanic TV

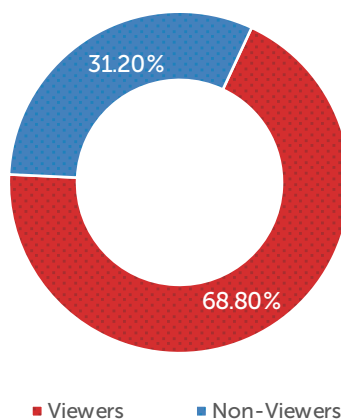
Hispanic broadcast and cable viewership is very strong with over 73% of the audience tuning into broadcast stations every week (Figure 17). Spanish language viewers who have retained their own culture prefer to watch Telemundo and Univision as the programming connects them to their beliefs and traditions, and it's also a source for news/information and entertainment. When looking at media consumption of the 18- to 34-year-old Hispanic target audience, they over-index on Univision (882), Telemundo (850), Estrella TV (938), Azteca (848) and Unimas (864) networks. Cable viewership, while smaller than broadcast, is still strong at nearly 70%. Spanish language networks all over-index against the target with networks like Galavision (993) and Univision Deportes (778) having the largest audiences (Figure 18).

Figure 17: Hispanic Broadcast Network Viewership



Source: Scarborough, Jan 18-May 19

Figure 18: Hispanic Cable Network Viewership



Source: Scarborough, Jan 18-May 19

It's also important to note that Hispanic viewers have a preference for different TV genres than the general market. Specifically, daytime dramas, interview programming and news documentaries should be considered when targeting this audience (Figure 19).

Figure 19: Favorite TV Genres, Adults 18-34

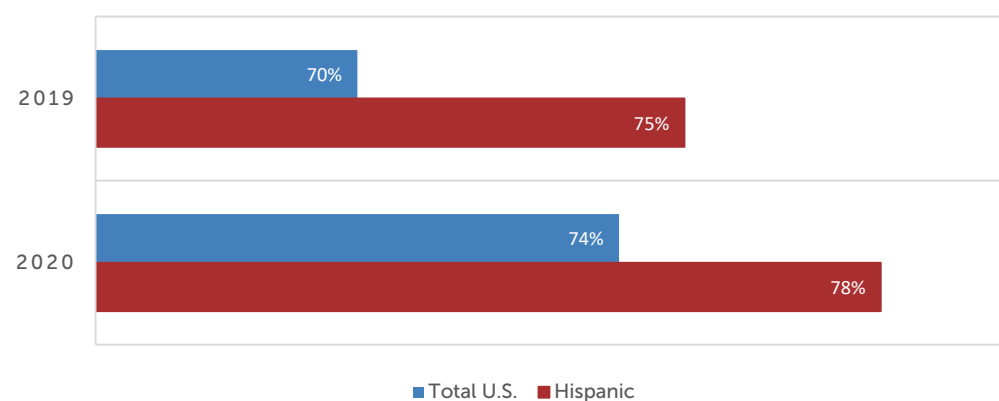
Total Market	Hispanic
Participation Variety	Award Ceremonies
Award Ceremonies	Participation Variety
Evening Animation	Evening Animation
Quiz Give Away	Daytime Drama*
Popular Music	Conversations, Colloquies*
General Documentary	General Drama
Sports Events	General Variety
General Drama	Popular Music
General Variety	Quiz Give Away
Concert Music	News Documentary*

*Genres that appear for Hispanic but not the total population

Source: Nielsen NPOWER, Broadcast and Cable programming, Live 7+ Days, January 1, 2018-December 31, 2018, excludes repeats

Hispanics spend a lot of time watching video and are embracing streaming services at a faster pace than total U.S. households (Figure 20), with 78% of Hispanic households subscribing to at least one subscription video on demand (SVOD) service.

Figure 20: % U.S. Households with Streaming Service 2019-2020



Source: NPower — National TV Sample, July 2020

Out-of-Home

Digital out-of-home advertising reaches people when they are on the go and has the ability to re-target mobile devices to add frequency to the messaging. Place-based advertising in sports venues, bars and restaurants, as well as essential businesses such as gas stations will be considered to reach the target audience when they are engaging in their highest indexing activities. Through this platform, digital video can be delivered to captive, engaged audiences, allowing NHTSA to extend the reach of the TV and video elements of the campaign with another touchpoint.

State Level Media Extensions

The state level plans can incorporate a number of strategies to build upon the base paid media reach provided in the national plan.

TV

The national plan will use linear and programmatic TV as well as CTV/OTT to reach the target audience with entertainment and non-sports programming. This will run on appropriate cable inventory, network apps via full episode players and OTT services. The national plan will run approximately 100 GRPs total across the eight-day flight, allowing for additional GRPs/impressions from state-level efforts on cable and broadcast outlets.

Radio

The national radio plan delivers an aggressive level of radio weight to take advantage of the high reach, efficiency and heavy in-vehicle use the medium provides. With this heavy level of radio, state plans can consider putting any radio dollars into another medium. The states may want to consider using their local radio media dollars toward engaging local radio personality influencers to extend the reach of the campaign. They may also use other audio streaming opportunities, such as Pandora and Spotify, and extend reach potential with partners such as SoundCloud, TuneIn and Radio.com. Moving those dollars into non-audio opportunities can be considered as well.

Digital

Digital opportunities offer sufficient inventory for states to increase reach and/or frequency within their geography on top of the national plan in a way that is most locally appropriate. This can include utilizing any of the many publisher sites that are created to reach young men and women geo-targeted by market or engaging a programmatic digital effort at the local market level that builds off the national plan and exposes the distraction message onto a number of other sites to increase reach and frequency.

Rural Markets

Rural Americans have made large gains in adopting digital technology, but they remain less likely than urban or suburban adults to have home broadband or own a smartphone. Special attention should be paid to broadband penetration in rural markets to ensure adequate reach into those areas. States and regions with areas of low broadband penetration should consider supplementing the national campaign with traditional television, radio and out-of-home buys.

Glossary

Television

Linear TV: TV service where the scheduled program must be watched at a specific time and on a specific television channel.

Programmatic TV: A TV ad buy that uses data and automation to more precisely target specific consumer audiences.

Synced: Uses a technology platform to automatically trigger a digital ad campaign based on what was viewed on TV. This could extend to video ads on laptops, mobile devices and tablets; display ads; ads seen on social media; or search marketing.

Connected TV (CTV): Another term for Smart TV; refers to any TV that can be connected to the internet and access content beyond what is available via the normal offering from a cable provider. Connected TVs are designed to provide a more immersive experience for TV viewers by delivering interactive features such as web browsing, social networking, video-on-demand and video streaming in addition to regular TV content.

Over-the-Top (OTT): A device connected to a TV that provides streaming media as a stand-alone product directly to viewers over the internet, bypassing telecommunications, multichannel TV and broadcast TV platforms that traditionally act as a controller or distributor of such content. Popular examples are Roku, Chromecast, Amazon Fire Stick, Apple TV and the major gaming consoles.

TV Everywhere: A feature of broadcast television services that lets users access live and on-demand content via mobile devices as part of their subscription to a paid TV provider. For example, if you have a cable subscription, you can download the ESPN Watch app and watch ESPN programming on your computer, tablet or phone — everywhere.

Radio

Terrestrial: Any radio signal that travels along the land, is broadcast from a land-based station and is received by land-based receivers (AM/FM radio).

Audio Streaming: Delivering real-time audio through a network connection.

Digital

Second Screen: A mobile device used while watching television, especially to access supplementary content or applications.

Programmatic Digital: Automated bidding on advertising inventory in real time for the opportunity to show an ad to a specific customer within a specific context.

TrueView: A YouTube video ad format that gives the viewer options, the most common of which is the ability to skip the advertisement after five seconds. Sponsors pay only for ads that are viewed in their entirety or until 30 seconds have elapsed.

General

Flight: Advertising timing strategy where ads or commercials are run during a period of time (called a flight). The higher the weight of the advertising, the more often it is seen.

Reach: The number of people you touch with your marketing message or the number of people that are exposed to your message during a given time.

Frequency: The number of times you touch each person with your message.

Audience Targeting: Using data points to target specific segments of the population based on their demographics, interests and behaviors.

Native Advertising: A form of paid media that matches the look, feel and function of where the ad appears. Native ads are often found in social media feeds or as recommended content on a webpage.